

[MUSIC]

Stories of...

Safer

Stronger

Communities

ICP Awards

Outstanding Individual and Community Preparedness

Community Preparedness Heroes

North Adams, MA

Northern Berkshire Regional Emergency Planning Committee

Amalio Jusino: I'm from North Adams, Massachusetts. I belong to the Northern Berkshire Regional Emergency Planning Committee. We have been working diligently in the last few years after Hurricanes Sandy and Irene and realizing that our agencies, first and foremost, needed to improve our response before we could be effective within our communities.

We realized that we needed to communicate better with the individual civilian population.

It was stated that, you know, I don't need an emergency plan as an emergency manager, I need an emergency plan for our community. And having that emergency plan for the community has allowed us to build relationships, get buy-in from the community and more participation along with volunteers.

And since that time we've received such buy-in from the community that we have enhanced our number of volunteers, we've created a Facebook page and a website, and we've made a promise to our community that during any incident within 15 minutes we will provide information via social media.

We have much better meetings, we have much better asset allocation and financing, you know, an event like that, we've actually seen decreases in the cost of those things when we are able to recognize an incident, respond to it, and then recover in a shorter period of time.

We've built that trust, we've built those relationships, and now we're able to solidify the totality of everything that we're trying to accomplish. And in doing so, maybe we'll get even more volunteers and more prepared homes within our community.

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FEMA